

**INSPIRE
HOPE
CHANGE**

**IT GETS[®]
BETTER
PROJECT**

In September 2010, the **IT GETS BETTER PROJECT**[®] was founded when the original *it gets better*[®] video was created and posted to YouTube, igniting a worldwide phenomenon. That first video offered a needed message of hope to lesbian, gay, bisexual and transgender (LGBT) youth. It urged young people to stay true to themselves even through the bullying and other challenges that confronted them in their adolescent years. It described the positive future they could experience as adults. The message was simple: that no matter how difficult things may be, *it gets better*.

Today, the It Gets Better Project has a library of over 50,000 videos and focuses its efforts in three major areas:

- **MEDIA**
- **COMMUNITY ENGAGEMENT**
- **INTERNATIONAL**

September
2010

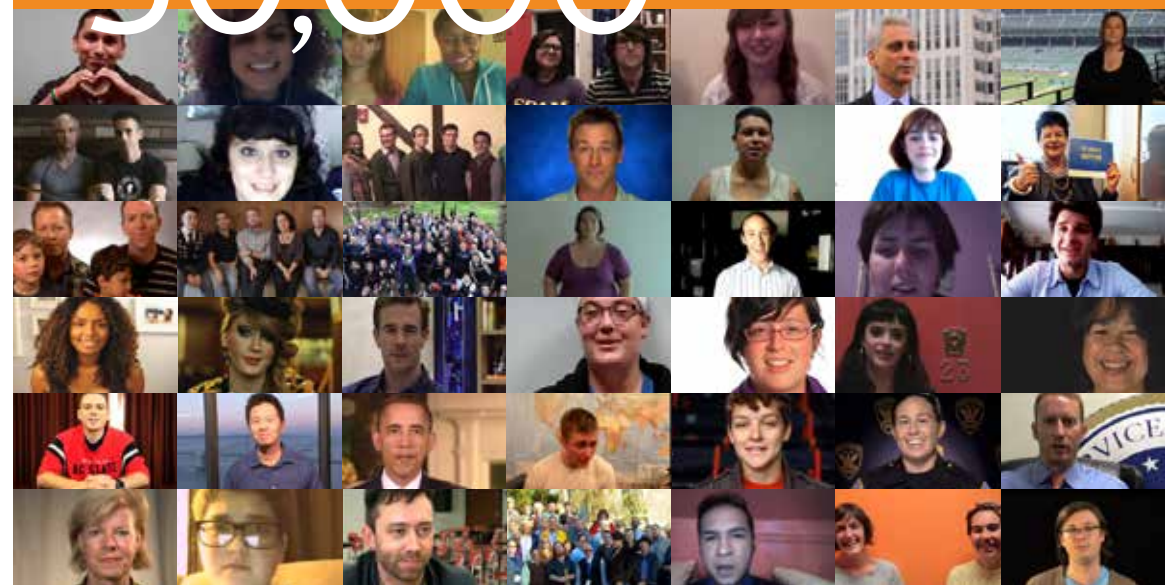
The first *it gets better* video



It Gets Better Project website created for others to share their stories and words of encouragement.

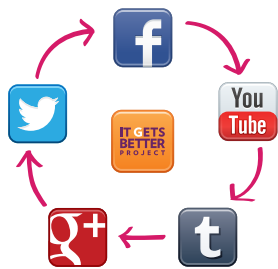


50,000+ videos uploaded



MEDIA

The It Gets Better Project works in all forms of media to bring messages of hope to LGBT youth and to spark conversations about the challenges they confront.

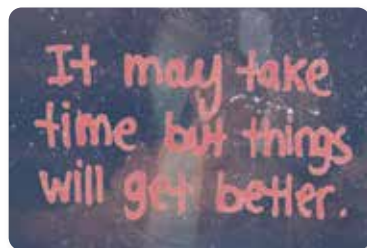


The Project's online video collection and social media platforms remain at the center of its global messaging and outreach to youth. The videos have been viewed tens of millions of times, and feature celebrities, musicians, professional athletes, political leaders, and countless everyday LGBT people and their allies, representing all ages, races, religions, nationalities, gender identities and sexual orientations. Every video offers a unique perspective, but the core message in each is the same: telling LGBT youth that, whatever their circumstances, *it gets better*.

I get to bring my girlfriend to prom!
#LGBTQwin It really does get better @ItGetsBetter



f Jeani (Cane Ridge, TN) You are beautiful as you were designed. You are unique and special. You deserve love and respect.



@ItGetsBetter
Thank you for joining us in supporting LGBT youth with your messages of hope #withlove



The Project works to feature the *it gets better* message through television. In partnership with MTV and Logo, it produced a recurring special called *It Gets Better*, featuring the stories of LGBT young people, their struggles and achievements. As a result, the Project received an Emmy® award for its use of the medium of television to achieve social good.



The Project's media program continues to ensure that the *it gets better* message is routinely featured in print journalism, radio and other forms of media, by working with news organizations around the world to promote the Project's activities and advance discussions about topics important to LGBT youth.



The Project inspired a best selling book, titled *It Gets Better: Coming Out, Overcoming Bullying, and Creating a Life Worth Living*. The book is a collection of some of the early *it gets better* stories that are part of the Project's online video collection. Through the It Gets Better Schools and Libraries Project, over 1,500 copies of the book have been donated to school and community libraries around the country.



COMMUNITY ENGAGEMENT

The It Gets Better Project works directly in communities and collaborates with other organizations to connect LGBT youth with the resources they need, and to leverage the Project's mainstream recognition to raise awareness and inspire change.

The Project was created by harnessing the power of an ever-growing chorus of voices that banded together to share messages of positivity with LGBT youth. More than just sharing messages, however, the Project participates in pride events, LGBT-oriented conferences and a range of other activities to interact directly with LGBT young people and hear from them about the issues they feel are most important to them. The Project then identifies existing resources or collaborates with partners to develop new resources that address these needs. Through this collaborative approach, the Project has improved the visibility of well-established organizations that provide services for LGBT youth. It has also generated opportunities to focus on emerging issues ranging from the participation of LGBT youth in recreational and professional sports to transgender health and wellness. The Project acts as a bridge for LGBT youth to connect with the community that cares so deeply about them, and uses the power of working together to show LGBT youth a brighter future.



BETTER RESOURCES

The Project's online BETTERResources tool offers a dynamic, one-stop-shop for LGBT youth to find the services they need to stay safe and healthy, and to locate support of all kinds in their local communities. Through BETTERResources, the Project continues to help connect LGBT youth with opportunities to live happier, healthier lives.



BETTERLegal™

The BETTERLegal program uses the Project's video collection to support the efforts of nonprofit organizations working to create change for LGBT youth through legal advocacy. Trained volunteers supply *it gets better* videos to enhance the pro-LGBT efforts of legal services organizations and engage with those who have created videos to invite them to participate in advocacy efforts. The Project's social media resources are used to showcase the efforts of these organizations for the audience of LGBT young people and their allies that the Project is uniquely able to reach.

INTERNATIONAL

The It Gets Better Project brings messages of hope to LGBT youth around the world and works globally to inspire change in local communities.

The It Gets Better Project has been international in scope since the first *it gets better* videos appeared online. Beginning in those early days, countless *it gets better* videos have been offered from supporters around the globe. The videos are diverse in language, culture and political viewpoint, and feature a range of different issues, but they always demonstrate the unifying theme that *it gets better*.



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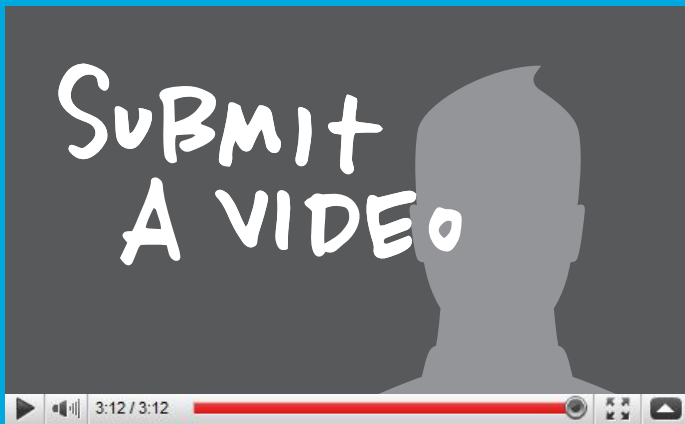
David Cameron

Building on the momentum of the international videos, the Project has supported programs to benefit LGBT youth on six continents. The programs are as diverse as the Project's collection of videos. They include a museum exhibit in South Africa featuring local *it gets better* videos, an award-winning film featuring a transgender lead character in Thailand, a program about addressing LGBT bullying at the U.S. embassy in Guadalajara, Mexico and participation in pride festivals in several European capitals. People around the world have found inspiration in the *it gets better* message, and, through that inspiration, the Project continues to identify new ways to create resources and improve the lives of LGBT youth.



International Affiliates

The Project supports a growing network of more than a dozen international affiliates, from Chile and Portugal to Sweden and Australia, each of which uses the power of the *it gets better* message in its own unique way to facilitate change for LGBT youth. Through coordinated efforts both domestic and overseas, and working alongside its affiliates, the Project is able to bring the expertise of established organizations into regions where resources for LGBT youth are scarce.



Every video submitted is a commitment to a brighter and more hopeful future for young LGBT people. To learn how to create an *it gets better* video and to submit it to the It Gets Better Project, visit our website at www.itgetsbetter.org/submitvideo

Safe Messaging

The It Gets Better Project is committed to ensuring safe messaging in all of its communications with youth. To view our Safe Messaging Policy, visit: www.itgetsbetter.org/pages/safe-messaging-guidelines.



SUPPORT

Wear the *it gets better* message. Visit our online store at store.itgetsbetter.org.

IT GETS[®] BETTER PROJECT

The mission of the It Gets Better Project is to communicate to lesbian, gay, bisexual and transgender youth around the world that *it gets better*, and to create and inspire the changes needed to make it better for them.

Contact us at info@itgetsbetter.org.

WWW.ITGETSBETTER.ORG

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